



Sunrise, FL

(Population: 84,439)

All roads lead to Sunrise or so it seems. Once a sleepy, golf course community in western Broward County, it has rapidly grown into an economic powerhouse. The City is the premier corporate office and retail location in Broward County and home to the largest corporate office park in Southeast Florida. More importantly is the quality of life in Sunrise. In 2010, for example, it was listed by BusinessWeek magazine as one of the best places in the country to raise a family.

Ideally situated in the tri-county area of Miami-Dade, Broward and Palm Beach counties, Sunrise enjoys easy accessibility to the Florida Turnpike and I-95, and is bordered by the Sawgrass Expressway, I-75 and I-595. It is within easy commuting distance of Fort Lauderdale, while Miami is less than an hour's drive. The City is equally accessible to tourists, sports fans and shoppers as well, with the city attracting millions of national and international visitors each year. Its attractions include extensive shopping and entertainment choices. Sawgrass Mills Mall is the sixth

largest outlet mall in the United States with more than 350 retailers that include internationally recognized brand-name stores and full service restaurants. At one point the mall was Florida's second most popular tourist attraction – behind Disney World but ahead of Orlando's other theme parks. The BankAtlantic Center is a state-of-the-art arena and the second-largest such facility in the country. Not only is it home to the NHL's Florida Panthers, but is also hosts top international stars, such as Bette Midler, Josh Groban, Shania Twain, Katy Perry, Taylor Swift and Celine Dion. As a result, it is consistently among the top 15 venues worldwide in terms of ticket sales. The City was also the focus of national attention when a resident, Melanie Amaro, received international attention for her singing performance and ultimate win on "The X Factor".

As noted, the quality of life here is outstanding. Residents have a long list of outdoor recreational amenities to choose from. The City has more than 250 acres of municipal green space which is home

to everything from small neighborhood parks to large fully-appointed recreational facilities. These include numerous athletic fields, a municipal golf course, tennis courts, playgrounds and swimming pools. The Senior Center and Civic Center complex features a 300-seat theater, art gallery and banquet facilities. Beyond Sunrise, seven miles to the east is the Atlantic Ocean and its beaches, fishing, sailing and diving. To the west lies the Florida Everglades, an ecological wonder.

Many other excellent reasons exist for moving to Sunrise. Its 11 schools are all rated as A and B level schools. Nearby higher education opportunities include campuses of Broward College, Barry University, Florida Atlantic University and Nova Southeastern University. Home prices are reasonable. Crime is very low. The City also provides a very high level of service to its residents. Its Leisure Services programs are outstanding and the community participates. For example, over 15,000 people came to last year's 4th of July celebration and over 2,500 people came to the opening of the City's Public Safety facility. The City's commitment to youth and young families is demonstrated through a popular and affordable children's summer camp program, a robust recreational league for a broad array of sports, and commitment to the park system. The City has also demonstrated its commitment to seniors through its dedicated Senior Center and a wide variety of excellent programs.

All in all, Sunrise can look forward to a bright future. All the pieces are in place. Now it is simply time to continue to move forward with an able City Manager such as you.

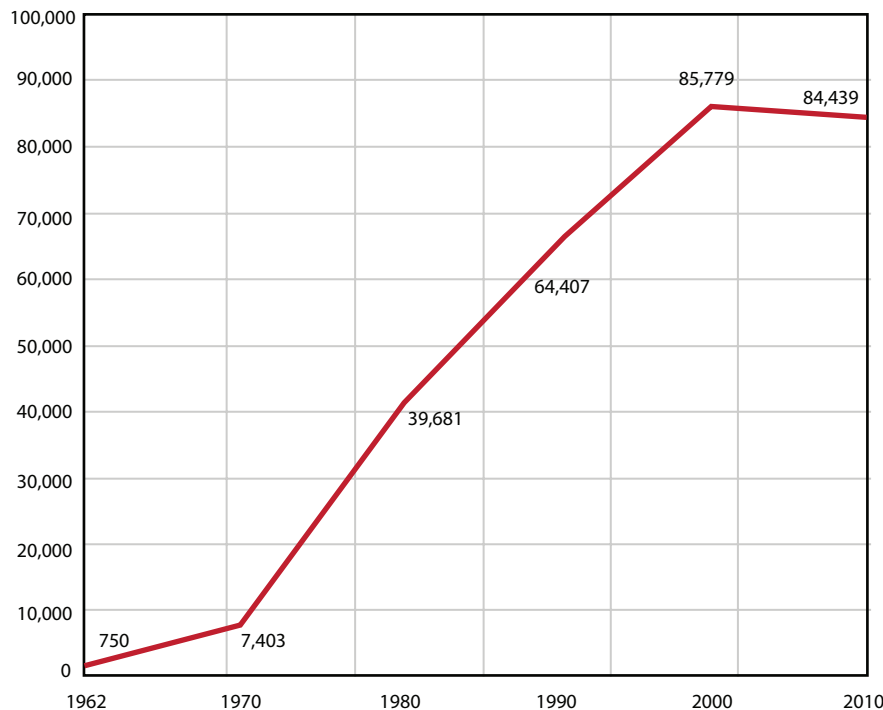
History

To understand Sunrise, one needs to look no further than its beginnings, and how the entrepreneurial spirit of its leaders transformed a tiny community known for its sleepy lifestyle into a regional dynamo known for its world-class retail outlets and entertainment.

In 1960, developer Norman Johnson paid \$9 million for 2,650 acres of land in southwestern Broward County



Table I: Population of Sunrise by Decade



Source: Bureau of the Census and The Sunrise City Clerk's Office

known as Sunrise Golf Village. But Johnson saw more than just a community of less than 350 residents – he saw an opportunity. To attract new residents to this remote area, Johnson and his partner created an “upside-down house.” The attraction was fully furnished, and even included a carport with an upside-down automobile.

His instincts proved correct – the “upside-down house” drew national media attention, including a feature article in Life magazine, and thousands of sight-seers flocked to the area. Better yet, many stayed. They decided they liked what they saw and bought a “right-side up house” of their own.

In 1967, Sunrise Golf Village incorporated as a city and elected its first mayor and city council. In 1971, residents changed its name to the City of Sunrise. Through subsequent annexations, it grew to its current size of 18 square miles. During the boom years of the 1970s the City experienced its first growth spurt. See Table I. By the mid-1980s, the population had leapt to 50,000 and the City was experiencing the challenges associated

with rapid growth: insufficient infrastructure, limited economic opportunities and a lack of adequate civic amenities. The City responded with a comprehensive plan and the allocation of resources necessary to overcome these challenges. It also worked hard to create an environment attractive to businesses.

By the mid-1990s, Sunrise had become one of the leading municipalities in South Florida – a business, commercial, resident and entertainment hub that exceeded Fort Lauderdale and rivaled Miami. Sawgrass Mills Mall opened in 1990, and in 1998, the BankAtlantic Center opened its doors. Today, Sunrise’s strong commercial base has expanded to include Sawgrass International Corporate Park (612 acres), IKEA and other developments. The entrepreneurial spirit that first created Sunrise Golf Village continues to serve as the City’s guide and inspiration as more companies choose the City of Sunrise as a great place to do business.

Demographics

The City of Sunrise enjoys a culturally diverse

Table II: Population by Age

Age Group	Percent
Under 10	11.9%
10 to 20	13.0%
20 to 30	12.6%
30 to 40	13.8%
40 to 50	14.9%
50 to 60	13.5%
60 to 70	9.0%
70 to 80	5.7%
85 and Over	5.7%

Median Age	39
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Source: 2010 Census

population of 84,439 and, according to 2010 census figures, is 56.4% White, 31.8% African American and the remainder are of other origins. Hispanics (of all races) compose 25.6% of the City's residents. The population is spread reasonably evenly over all age groups as can be seen in Table II.

Geography

The City of Sunrise covers 18 square miles located in southwestern Broward County, immediately east of the Everglades. It is shaped like an inverted "V."

Climate

Sunrise features a tropical rainforest climate without a great deal of seasonal variation in temperature. Average monthly temperatures are always above 66°F and average monthly precipitation is above 2.39 inches. The City also does not have a true dry season. While rain does fall in winter, the majority of precipitation is received during the summer months (see climate chart below; Table III).

The hurricane season is between June 1 and November 30 with major hurricanes most likely in September and October. The most recent storms to directly affect the City were Hurricane Katrina and Hurricane Wilma, both of which struck the city in 2005.

Commerce

Sunrise is known as a "pro-business" city, and prides itself on creating job opportunities for its residents. It actively recruits top-notch companies and more than 200 corporations have relocated into the City over the past ten years. Its close proximity to the Fort Lauderdale International and Miami International Airports allow Sunrise businesses to respond quickly to customer needs. The City is a popular choice for technical and communications companies, and many have chosen Sunrise as the site for their international headquarters, including HBO – Latin America, Federal Mogul – South America, and E&J Gallo Winery – South America. Table IV on page 5 features Sunrise's principal employers.

Table III: Climate data for Sunrise, Florida

Month	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Year
Average High °F	75	77	79	82	86	89	90	90	89	86	81	77	83.4
Average Low °F	57	59	62	66	71	75	75	76	75	72	66	60	67.8
Rainfall Inches	2.6	3.4	3.6	3.5	6.2	9.8	7.4	8.0	9.4	6.4	3.9	2.4	66.6

Source: Weather Channel

Table IV: Principal Employers

Rank	Employer	Employees	Percent of City Total
1	Broward County School Board	1,652	3.66%
2	City of Sunrise	995	2.20%
3	Coventry Healthcare of Florida	900	1.99%
4	United Healthcare of Florida	750	1.66%
5	AT&T	700	1.55%
6	Mednax	500	1.11%
7	Research in Motion	500	1.11%
8	General Dynamics	460	1.02%
9	Comcast	350	0.78%
10	Publix Supermarkets	300	0.66%
Total		7,107	15.74%

Source: 2011 Miami Springs CAFR from the Beacon Council

The Government

The City of Sunrise operates under a Commission/Manager form of government. It is led by a Mayor and four City Commissioners who are elected to staggered four-year terms on a non-partisan basis. The Commissioners run for designated seats but do not have geographic districts. Elections are held in November of even numbered years to coincide with the national elections. The Commission has been stable over time. Three of its members have served more than 10 years and two of the elected officials whose seats were up for re-election this November did not have any opposition and hence, have already been re-elected. The third member, who does face an opponent in November, is a long serving Commissioner. Debate in Commission meetings can be lively but all have the best interests of the City at heart and meetings are largely collegial. The majority of the Commission members prefer not be involved in the day-to-day operations of the City.

The City has four charter officers: the City Manager, City Attorney, City Clerk and Police Chief. The City Manager is charged with the responsibility of administering daily operations and implementing Commission directives. Sunrise provides many of the services normally associated with a municipality, including police, fire and emergency medical services (which is a fulltime, professional department), culture and recreation, parks maintenance, public work, sanitation, utilities (including water, wastewater treatment and natural gas), stormwater improvements, community redevelopment, code enforcement, planning and zoning, and general administration. The City also operates a 67 acre executive golf course.

The City's total budget for 2012 is \$439,206,966 and the general fund component is \$109,313,515. The City has 1,203 total positions. Of these, 102 are in general government, 311 in police, 161 in fire, 59

in community development, 36 in public works and 282 in leisure services. The City also has 243 employees in utilities and nine in stormwater. Property taxes levied rose from \$21,851,913 in 2002 to a high of \$36,867,170 in 2006 before dropping back gradually to \$30,712,669 in 2011. Between 2007 and 2010, the gross taxable value declined from \$2.12 billion to \$1.48 billion. Over the same period, the millage rate has fluctuated between a low of 5.1232 in 2008 and a high of 6.2750 in 2002. The current rate is 6.0543.

Sunrise's leaders are dedicated to preserving the charm of their city's earlier years while keeping current with and anticipating the needs of its growing population. Over the past decade, the City of Sunrise has fulfilled its commitment to improving residents' quality of life by investing in approximately \$325 million in capital improvements which is the most significant public investment any municipality in Broward County has made over the same period.

The Opportunities and Challenges

While Sunrise is financially sound and has over \$300 million in the bank largely for designated projects, resources are tight. Demand for services is high and the costs of the products Sunrise purchases (such as health insurance) continue to rise. The economy will likely remain essentially flat for the next few years so revenues are similarly predicted to remain flat. Hence, conserving resources will be critical. The City has already taken a number of steps to reduce costs. Most noticeably, through attrition, the management staff has been reduced by 10% and other staff by 8.3%. Second, over half the Utility Department's customers are outside the City's boundaries. Historically, this situation has sometimes led to grumbling and an occasional lawsuit. Striking the proper balance with the Utility's customers inside and outside the City will be a challenge. It would also be helpful if the City could expand its customer base for natural



gas and thereby spread its fixed costs more broadly. The third challenge is technology. While the City has made great strides in terms of taking advantage of current technology - including the recent launch of a dynamic and interactive City website as well as taking advantage of social media technology – more remains to be done. The fourth challenge is the continued development and redevelopment of the City. The funding for variety and quality of the services Sunrise provides is partially the result of its commercial and retail base. Continuing to grow that base will provide the additional revenues that are necessary to maintain the City's current high level of service. Further, ideally at least some of the redevelopment would occur in the eastern portion of the City. Another concern is the divide between eastern and western Sunrise. It needs to be bridged. Finally, while overall the City's infrastructure is in very good condition, the City Hall will soon need to be replaced.

The Ideal Candidate

The City is seeking an energetic, experienced leader with a strong and proven track record in economic development. The individual will be action oriented, make the tough decisions, build consensus and help the Commission develop and implement a vision for Sunrise's future. The ideal candidate will also be proactive and creative, visualize the future's possibilities and then act in a way that optimizes the City's quality of life for its residents and businesses. The next manager will recognize that the reason the City can provide the level of service for its residents and businesses is the commercial base that has been created over the past 40 years. The next manager will be open and honest, possess a high degree of integrity and encourage transparency. The individual will work diligently to keep all five of the commissioners well informed, providing each with the same information and with what they need to make good, informed decisions.

The ideal candidate will not be a micromanager but

will have high expectations for the staff, set goals and provide the necessary resources. He/she will then step back and let the managers do their jobs. The individual will, however, monitor progress and hold them accountable for results. Customer service will be important to the next manager and will ensure a positive, welcoming customer friendly ethos is instilled throughout the government.

The next manager will be someone who has been at the bargaining table and developed a positive relationship with labor. That is not to say the individual will give labor whatever it wants but rather will be strong and represent the City's interests fairly and with integrity. He/she will be looking for win-win solutions but also realize they are not always possible and while employees deserve to be compensated fairly for what they do, the residents' interests as taxpayers must also be protected. The individual will also have a proven track record in economic development. She/he will encourage a business friendly atmosphere in City Hall while balancing the residents' concerns and quality of life. The next manager will recognize the importance of having a strong educational system in attracting businesses to the City and work with the schools to ensure they are a positive attribute that can be sold to businesses investigating relocating to Sunrise.

The next manager will possess strong financial and budgeting skills. The individual will also be politically savvy – that is, he/she will understand politics and how to maneuver in what can sometimes be a political environment but will not be involved in politics. Ideally, the next manager will cherish the opportunities that Sunrise presents and stay a very long time.

The ideal candidate will have a minimum of ten years of progressively more responsible experience in public or private sector management and at least five years as manager overseeing the efforts of a minimum 500 employees. A Bachelor's degree from an accredited college or university, with a major in administration, management or a related field, is required. A Master's degree is preferred.

Required Minimum Qualifications per City Charter

"The City Manager shall have a minimum qualification of a combination of a Bachelor's Degree in public administration, business administration or other related fields from an accredited college or university, and five (5) years public administration experience; or ten (10) years' experience in a City Manager or Assistant Manager position, which is certified by the International City Manager Association."

Residency

It is strongly preferred that the City Manager live within the City's boundaries.

The Current City Manager

The current manager is returning to his professional roots and has accepted a position as the Director of Public Safety Services for Pinellas County, FL.

Compensation

The City Commission is looking for an outstanding manager and will pay a salary commensurate with the selected candidate's demonstrated ability. Benefits are excellent.

Confidentiality

Under Florida law, all applications are a public record once submitted. As a practical matter the media generally does not show interest until after the close of the recruitment period and often, even later in the process.

How To Apply

E-mail your resume to Recruit25@cb-asso.com by August 10th. Faxed and mailed resumes will not be considered. Questions should be directed to Colin Baenziger of Colin Baenziger & Associates at (561) 707-3537.

Schedule

Candidates will be screened between August 11th and September 18th. Interviews are anticipated to be held on October 5th and 6th with a selection made shortly thereafter.

Other Important Information

The City of Sunrise is an Equal Opportunity Employer and strongly encourages minorities and women to apply. It is also a drug-free workplace.